

## C L A I M S

The following is a detailed listing of all claims that are, or were, in the application. A status identifier is provided for every claim and the current text of every claim is presented, unless the claim has been cancelled. Current amendments to the claims are expressed in the detailed listing by strikethrough or brackets (for deleted matter) or underlining (for added matter).

1. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of ~~at least one of a first product and a second product~~ a product category including at least two products or a service category including at least two services;

~~receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product;~~

selecting, for the customer ~~and via a computing device~~, one of ~~said the first product and the second product~~ at least two products or ~~said~~ at least two services;

~~providing an indication of said selected one of said at least two products or said at least two services the first product and the second product; and~~

~~arranging for a benefit to be provided based on a purchase of said selected one of said at least the first product and the second product two products or said at least two services.~~

2. (Currently Amended) The method of claim 1, wherein said indication of said selected one of ~~said at least two products or said at least two services the first product and the second product~~ is provided to at least one of the following:

a customer;  
a customer device;  
a retailer;  
a retailer device;  
a seller;  
a seller device; or  
a controller.

3. . (Currently Amended) The method of claim 1, wherein said indication of said selected one of ~~said at least two products or said at least two services~~ the first product and the second product is provided by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

4. (Currently Amended) The method of claim 1, wherein said indication of a ~~product category including at least two products or a service category including at least two services~~ first product and a second product is received by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

5. (Currently Amended) The method of claim 1, wherein said indication of a ~~product category including at least two products or a service category including at least two services~~ first product and a second product is received from at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or

a controller.

6. (Currently Amended) The method of claim 1, wherein said selecting one of the first product and the second product ~~said at least two products or said at least two services~~ is completed by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

7. (Original) The method of claim 1, further comprising:  
providing an indication of said benefit.

8. (Original) The method of claim 7, wherein said indication of said benefit is provided to at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

9. (Original) The method of claim 7, wherein said indication of said benefit is provided by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

10. (Currently Amended) The method of claim 1, further comprising:

receiving an indication of a purchase of said selected one of the first product and the second product ~~said at least two products or said at least two services~~.

11. (Original) The method of claim 10, wherein said indication of a purchase is received from at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

12. - (Original) The method of claim 10, wherein said indication of a purchase is received by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

13. (Previously Presented) The method of claim 1, further comprising at least one of the following:

- receiving a customer identifier;
- determining a customer identifier; and
- determining a payment identifier.

14. (Original) The method of claim 1, further comprising:

- receiving a payment identifier.

15. (Original) The method of claim 14, wherein said payment identifier is a customer identifier.

16. (Currently Amended) The method of claim 1, further comprising:

imposing a penalty if said selected one of the first product and the second product ~~said at least two products or said at least two services~~ is not purchased.

17. (Original) The method of claim 1, further comprising:

receiving an indication of a retailer category, said retailer category including at least two retailers.

18. (Original) The method of claim 17, further comprising:  
selecting one of said at least two retailers; and  
providing an indication of said selected one of said at least two retailers.

19. (Currently Amended) The method of claim 18, further comprising:  
determining if said selected one of the first product and the second product said at least two products or said at least two services has been purchased at said selected one of said at least two retailers.

20. (Currently Amended) The method of claim 19, wherein said providing an indication of a benefit occurs only if said selected one of said at least two products or at least two services the first product and the second product has been purchased at said selected one of said at least two retailers.

21. (Currently Amended) The method of claim 1, further comprising:  
providing a benefit based on a purchase of said selected one of the first product and the second product said at least two products or said at least two services.

22. (Currently Amended) The method of claim 1, further comprising:  
providing an indication of a penalty if said selected one of the first product and the second product said at least two products or at least two services is not purchased.

23. (Currently Amended) The method of claim 1, further comprising:  
arranging for a penalty to be imposed if said selected one of the first product and the second product said at least two products or said at least two services is not purchased.

24. (Cancelled)

25. (Currently Amended) The method of claim 1, further comprising:  
providing an indication of a price for said selected one of the first product and the second product said at least two products or at least two services.

26. (Currently Amended) The method of claim 1, further comprising:  
determining a price for said selected one of the first product and the second product said at least two products or at least two services.

27. (Currently Amended) The method of claim 1, further comprising:  
determining a condition of purchase for said selected one of the first product and the second product said at least two products or at least two services.

28. (Currently Amended) The method of claim 27, further comprising:  
providing an indication of said condition of purchase of said selected one of the first product and the second product said at least two products or at least two services.

29. (Currently Amended) A method for enabling a purchase of a product or service, comprising:  
receiving an indication of a first service and a second service at least one of a product category including at least two products or a service category including at least two services;  
receiving an indication of a willingness to purchase any one of the first service and the second service;  
selecting, via a computing device, one of the first service and the second service said at least two products or said at least two services;  
providing an indication of said selected one of the first service and the second service said at least two products or said at least two services; and  
providing an indication of a benefit based on a purchase of said selected one of the first service and the second service said at least two products or said at least two services.

30. (Currently Amended) The method of claim 29, wherein said indication of said selected one of the first service and the second service said at least two products or said at least two services is provided to at least one of the following:

a customer;  
a customer device;

a retailer;  
a retailer device;  
a seller;  
a seller device; or  
a controller.

31. (Currently Amended) The method of claim 29, wherein said indication of said selected one of the first service and the second service ~~said at least two products or said at least two services~~ is provided by at least one of the following:

a customer;  
a customer device;  
a retailer;  
a retailer device;  
a seller;  
a seller device; or  
a controller.

32. (Currently Amended) The method of claim 29, wherein said indication of a first service and a second service ~~product category including at least two products or a service category including at least two services~~ is received by at least one of the following:

a customer;  
a customer device;  
a retailer;  
a retailer device;  
a seller;  
a seller device; or  
a controller.

33. (Currently Amended) The method of claim 29, wherein said indication of a first service and a second service product category including at least two products or a service category including at least two services is received from at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

34. (Currently Amended) The method of claim 29, wherein said selecting one of the first product and the second product said at least two products or said at least two services is completed by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

35. (Original) The method of claim 29, wherein said indication of a benefit is provided to at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or

a controller.

36. (Original) The method of claim 29, wherein said indication of a benefit is provided by at least one of the following:

- a customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

37. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of a first product and a second product at least one of a product category including at least two products or a service category including at least two services;

receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

selecting, for the customer and via a computing device, one of the first product and the second product said at least two products or said at least two services;

providing an indication of said selected one of the first product and the second product said at least two products or said at least two services;

determining if said selected one of the first product and the second product said at least two products or said at least two services has been purchased; and

providing an indication of a benefit if said selected one of the first product and the second product said at least two products or said at least two services has been purchased.

38. . (Currently Amended) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of a first service and a second service at least one of a product category including at least two products or a service category including at least two services;

receiving, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

selecting, for the customer and via a computing device, one of the first service and the second service said at least two products or said at least two services;

providing an indication of said selected one of the first service and the second service said at least two products or said at least two services;

determining if said selected one of the first service and the second service said at least two products or said at least two services has been purchased; and

arranging for a benefit to be provided based on a purchase of said selected one of the first service and the second service said at least two products or said at least two services.

39. (Currently Amended) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a first product and a second product category, said product category including at least two products;

receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

selecting, for the customer and via a computing device, one of the first product and the second product said at least two products;

providing an indication of said selected one of the first product and the second product said at least two products; and

providing an indication of a benefit based on a purchase of said selected one of the first product and the second product said at least two products.

40. . (Currently Amended) A method for enabling a purchase of a service product, comprising:  
receiving, from a customer, an indication of a first service and a second service product category, said product category including at least two products;  
receiving, from the customer, an indication of a willingness to purchase any one of the first service and the second service;  
selecting, for the customer and via a computing device, one of the first service and the second service said at least two products;  
providing an indication of said selected one of the first service and the second service said at least two products;  
determining if said selected one of the first service and the second service said at least two products has been purchased; and  
providing an indication of a benefit if said selected one of the first service and the second service said at least two products has been purchased.

41. (Currently Amended) A method for enabling a purchase of a service, comprising:  
receiving, from a customer, an indication of a first service and a second service category, said service category including at least two services;  
receiving, from the customer, an indication of a willingness to purchase any one of the first service and the second service;  
selecting, for the customer and via a computing device, one of the first service and the second service said at least two services;  
providing an indication of said selected one the first service and the second service of said at least two services; and  
providing an indication of a benefit if said selected one of the first service and the second service said at least two products has been purchased.

42. (Cancelled)

43. (Previously Presented) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of a first retailer and a second retailer category, said retailer category including at least two retailers;

receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

selecting, for the customer and via a computing device, one of the first retailer and the second retailer said at least two retailers;

providing an indication of said selected one of the first retailer and the second retailer said at least two retailers;

determining if a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

providing an indication of a benefit if a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

44. (Currently Amended) The method of claim 43, further comprising:  
providing an indication of said selected one of the first retailer and the second retailer said at least two retailers.

45. (Currently Amended) The method of claim 43, further comprising:  
receiving an indication of a purchase of a product or service at said selected one of the first retailer and the second retailer said at least two retailers.

46. (Original) The method of claim 43, further comprising:  
receiving a customer identifier.

47. (Original) The method of claim 43, further comprising:  
receiving a payment identifier.

48. (Currently Amended) The method of claim 43, further comprising:  
imposing a penalty if no purchase of a product or service is made at said selected one of the first retailer and the second retailer said at least two retailers.

49. (Original) The method of claim 43, further comprising:  
receiving an indication of a product category, said product category including at least two products.

50. (Original) The method of claim 49, further comprising:  
selecting one of said at least two products; and  
providing an indication of said selected one of said at least two products.

51. (Currently Amended) The method of claim 50, wherein said providing an indication of a benefit occurs only if said selected one of said at least two products has been purchased at said selected one of the first retailer and the second retailer at least two said retailers.

52. (Currently Amended) The method of claim 49, further comprising:  
providing a benefit based on a purchase of a product or service at said selected one of the first retailer and the second retailer said at least two retailers.

53. (Currently Amended) The method of claim 49, further comprising:  
arranging for a benefit to be provided based on a purchase of a product or service at said selected one of the first retailer and the second retailer said at least two retailers.

54. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of a first retailer and a second retailer category including at least two retailers;

receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

selecting, for the customer and via a computing device, one of the first retailer and the second retailer said at least two retailers;

providing an indication of said selected one of the first retailer and the second retailer said at least two retailer;

receiving an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

providing an indication of a benefit if a the product of or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

55. (Currently Amended) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a first product and a second product category, said product category including at least two products;

receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

selecting, for the customer and via a computing device, one of the first product and the second product said at least two products;

providing an indication of said selected one of the first product and the second product said at least two products; and

arranging to provide a benefit based on a purchase of said selected one of the first product and the second product said at least two products.

56. (Currently Amended) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a first product and a second product category, said product category including at least two products;

receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

selecting, for the customer and via a computing device, one of the first product and the second product said at least two products;

providing an indication of said selected one of the first product and the second product said at least two products;

determining if said selected one of the first product and the second product said at least two products has been purchased; and

arranging to provide a benefit if said selected one of the first product and the second product said at least two products has been purchased.

57. (Currently Amended) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a first service and a second service category, said service category including at least two services;

receiving, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

selecting, for the customer and via a computing device, one of the first service and the second service said at least two services;

providing an indication of said selected one of said at least two services the first service and the second service; and

arranging to provide a benefit based on a purchase of said selected one of the first service and the second service said at least two services.

58. (Currently Amended) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a first service and a second service category, said service category including at least two services;

receiving, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

selecting, for the customer and via a computing device, one of the first service and the second service said at least two services;

providing an indication of said selected one of the first service and the second service said at least two services;

determining if said selected one of the first service and the second service said at least two services has been purchased; and

arranging to provide a benefit if said selected one of the first service and the second service said at least two services has been purchased.

59. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of a first retailer and a second retailer category including at least two retailers;

receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

selecting, for the customer and via a computing device, one of the first retailer and the second retailer said at least two retailers;

providing an indication of said selected one of the first retailer and the second retailer said at least two retailer;

determining if a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

arranging to provide a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

60. (Currently Amended) A method for enabling a purchase of a product or service, comprising:

receiving, from a customer, an indication of a first retailer and a second retailer category including at least two retailers;

receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

selecting, for the customer and via a computing device, one of the first retailer and the second retailer said at least two retailers;

providing an indication of said selected one of said at least two the first retailer and the second retailer;

receiving an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

arranging to provide a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

61. (Currently Amended) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a first product and a second product category, said product category including at least two products;

receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

selecting, for the customer and via a computing device, one of the first product and the second product said at least two products;

providing an indication of said selected one of the first product and the second product said at least two products; and

providing a benefit based on a purchase of said selected one of the first product and the second product said at least two products.

62. (Currently Amended) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a first product and a second product category, said product category including at least two products;

receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

selecting, for the customer and via a computing device, one of the first product and the second product said at least two products;

providing an indication of said selected one of the first product and the second product said at least two products;

determining if said selected one of the first product and the second product said at least two products has been purchased; and

providing a benefit if said selected one of the first product and the second product said at least two products has been purchased.

63. (Currently Amended) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a first service and a second service category, said service category including at least two services;

receiving, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

selecting, for the customer and via a computing device, one of the first service and the second service said at least two services;

providing an indication of said selected one of the first service and the second service said at least two services; and

providing a benefit based on a purchase of said selected one of the first service and the second service said at least two services.

64. (Currently Amended) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a first service and a second service category, said service category including at least two services;

receiving, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

selecting, for the customer and via a computing device, one of the first service and the second service said at least two services;

providing an indication of said selected one of the first service and the second service said at least two services;

determining if said selected one of the first service and the second service said at least two services has been purchased; and

providing a benefit if said selected one of the first service and the second service said at least two services has been purchased.

65. (Currently Amended) A method for purchasing a product, comprising:

providing, by a customer via a computing device, an indication of a first product and a second product category, said product category including at least two products;

providing, by the customer, an indication of a willingness to purchase any one of the first product and the second product;

receiving, by the customer, an indication of a selected one of the first product and the second product said at least two products; and

receiving a benefit based on a purchase of said selected one of the first product and the second product said at least two products.

66. (Currently Amended) A method for purchasing a product, comprising:

providing, by a customer via a computing device, an indication of a first product and a second product category, said product category including at least two products;

providing, by the customer, an indication of a willingness to purchase any one of the first product and the second product;

receiving, by a the customer, an indication of a selected one of the first product and the second product said at least two products; and

receiving an indication of a benefit if said selected one of the first product and the second product said at least two products has been purchased.

67. (Currently Amended) A method for purchasing a service, comprising:

providing, by a customer via a computing device, an indication of a first service and a second service category, said service category including at least two services;

providing, by the customer, an indication of a willingness to purchase any one of the first service and the second service;

receiving, by the a customer, an indication of a selected one of the first service and the second service said at least two services; and

receiving a benefit based on a purchase of said selected one of the first service and the second service said at least two services.

68. (Currently Amended) A method for purchasing a service, comprising:

providing, by a customer via a computing device, an indication of a first service and a second service category, said service category including at least two services;

providing, by the customer, an indication of a willingness to purchase any one of the first service and the second service;

receiving, by a the customer, an indication of a selected one of the first service and the second service said at least two services; and

receiving an indication of a benefit if said selected one of the first service and the second service said at least two services has been purchased.

69. (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of at least one of a first product and a second product category including at least two products or a service category including at least two services;

receive, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

select, for the customer, one of the first product and the second product said at least two products or said at least two services;

provide an indication of said selected one of the first product and the second product said at least two products or said at least two services; and

arrange for a benefit to be provided based on a purchase of the first product and the second product said selected one of said at least two products or said at least two services.

70. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of ~~a first product and a second product at least one of a product category including at least two products or a service category including at least two services~~;

~~computer readable means for receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product~~;

computer readable means for choosing, for the customer, one of ~~the first product and the second product said at least two products or said at least two services~~;

computer readable means for generating an indication of said selected one of ~~the first product and the second product said at least two products or said at least two services~~; and

computer readable means for arranging for at least one benefit to be provided based on a purchase of said selected one of ~~the first product and the second product said at least two products or said at least two services~~.

71. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, an indication of ~~a first product and a second product at least one of a product category including at least two products or a service category including at least two services~~;

means for ~~receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product~~;

means for choosing, for the customer, one of ~~the first product and the second product said at least two products or said at least two services~~;

means for generating an indication of said selected one of ~~the first product and the second product said at least two products or said at least two services~~; and

means for arranging for at least one benefit to be provided based on a purchase of said selected one of ~~the first product and the second product said at least two products or said at least two services~~.

72. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a first product and a second product ~~at least one of a product category including at least two products or a service category including at least two services~~;

receive, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

select, for the customer, one of the first product and the second product ~~said at least two products or said at least two services~~;

provide an indication of said selected one of the first product and the second product ~~said at least two products or said at least two services~~; and

arrange for a benefit to be provided based on a purchase of said selected one of the first product and the second product ~~said at least two products or said at least two services~~.

73. (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a first service and a second service ~~at least one of a product category including at least two products or a service category including at least two services~~;

receive, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

select, for the customer, one of the first service and the second service ~~said at least two products or said at least two services~~;

provide an indication of said selected one of the first service and the second service said at least two products or said at least two services; and

provide an indication of a benefit based on a purchase of said selected one of the first service and the second service said at least two products or said at least two services.

74. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a first service and a second service product category including at least two products or a service category including at least two services;

computer readable means for receiving, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

computer readable means for choosing, for the customer, one of the first service and the second service said at least two products or said at least two services;

computer readable means for generating an indication of said selected one of the first service and the second service said at least two products or said at least two services; and

computer readable means for providing an indication of at least one benefit based on a purchase of said selected one of the first service and the second service said at least two products or said at least two services.

75. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, at least one indication of a first service and a second service at least one of a product category including at least two products or a service category including at least two services;

means for receiving, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

means for choosing, for the customer, one of the first service and the second service said at least two products or said at least two services;

means for transmitting an indication of said selected one of the first service and the second service said at least two products or said at least two services; and

means for transmitting an indication of a benefit based on a purchase of said selected one of the first service and the second service said at least two products or said at least two services.

76. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of ~~at least one of a first service and a second service~~ product category including at least two products or a service category including at least two services;

~~receive, from the customer, an indication of a willingness to purchase any one of the first service and the second service;~~

select, for the customer, one of ~~the first service and the second service~~ said at least two products or said at least two services;

provide an indication of said selected one of ~~the first service and the second service~~ said at least two products or said at least two services; and

provide an indication of a benefit based on a purchase of said selected one of ~~the first service and the second service~~ said at least two products or said at least two services.

77. (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of ~~a first product and a second product~~ at least one of a product category including at least two products or a service category including at least two services;

~~receive, from the customer, an indication of a willingness to purchase any one of the first product and the second product;~~

select, for the customer, one of ~~the first product and the second product~~ said at least two products or said at least two services;

provide an indication of said selected one of ~~the first product and the second product~~ said at least two products or said at least two services;

determine if said selected one of the first product and the second product said at least two products or said at least two services has been purchased; and

arrange for a benefit to be provided based on a purchase of said selected one of the first product and the second product said at least two products or said at least two services.

78. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a first product and a second product at least one of a product category including at least two products or a service category including at least two services;

computer readable means for receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

computer readable means for choosing, for the customer, one of the first product and the second product said at least two products or said at least two services;

computer readable means for transmitting an indication of said selected one of the first product and the second product said at least two products or said at least two services;

computer readable means for determining if said selected one of the first product and the second product said at least two products or said at least two services has been purchased; and

computer readable means for arranging for at least one benefit to be provided based on a purchase of said selected one of the first product and the second product said at least two products or said at least two services.

79. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, at least one indication of a first product and a second product at least one of a product category including at least two products or a service category including at least two services;

means for receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

means for choosing, for the customer, one of the first product and the second product said at least two products or said at least two services;

means for transmitting an indication of said selected one of the first product and the second product said at least two products or said at least two services;

means for determining if said selected one of the first product and the second product said at least two products or said at least two services has been purchased; and

means for arranging for at least one benefit to be provided based on a purchase of said selected one of the first product and the second product said at least two products or said at least two services.

80. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a first product and a second product at least one of a product category including at least two products or a service category including at least two services;

receive, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

select, for the customer, one of the first product and the second product said at least two products or said at least two services;

provide an indication of said selected one of the first product and the second product said at least two products or said at least two services;

determine if said selected one of the first product and the second product said at least two products or said at least two services has been purchased; and

arrange for a benefit to be provided based on a purchase of said selected one of the first product and the second product said at least two products or said at least two services.

81. (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a first service and a second service at least one of a product category including at least two products or a service category including at least two services;

receive, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

select, for the customer, one of the first service and the second service said at least two products or said at least two services;

provide an indication of said selected one of the first service and the second service said at least two products or said at least two services;

determine if said selected one of the first service and the second service said at least two products or said at least two services has been purchased; and

provide an indication of a benefit if said selected one of the first service and the second service said at least two products or said at least two services has been purchased.

82. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a first service and a second service at least one of a product category including at least two products or a service category including at least two services;

computer readable means for receiving, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

computer readable means for choosing, for the customer, one of the first service and the second service said at least two products or said at least two services;

computer readable means for transmitting an indication of said selected one of the first service and the second service said at least two products or said at least two services;

computer readable means for determining if said selected one of the first service and the second service said at least two products or said at least two services has been purchased; and

computer readable means for transmitting an indication of a benefit if said selected one of the first service and the second service said at least two products or said at least two services has been purchased.

83. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, at least one indication of a first service and a second service at least one of a product category including at least two products or a service category including at least two services;

means for receiving, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

means for choosing, for the customer, one of the first service and the second service said at least two products or said at least two services;

means for transmitting an indication of said selected one of the first service and the second service said at least two products or said at least two services;

means for determining if said selected one of the first service and the second service said at least two products or said at least two services has been purchased; and

means for transmitting an indication of at least one benefit if said selected one of the first service and the second service said at least two products or said at least two services has been purchased.

84. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a first service and a second service at least one of a product category including at least two products or a service category including at least two services;

receive, from the customer, an indication of a willingness to purchase any one of the first service and the second service;

select, for the customer, one of the first service and the second service said at least two products or said at least two services;

provide an indication of said selected one of the first service and the second service said at least two products or said at least two services;

determine if said selected one of the first service and the second service said at least two products or said at least two services has been purchased; and

provide an indication of a benefit if said selected one of the first service and the second service said at least two products or said at least two services has been purchased.

85. (Currently Amended) A system for selling a product or service, comprising:

a memory;  
a communication port; and  
a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a first retailer and a second retailer category including at least two retailers;

receive, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

select, for the customer, one of the first retailer and the second retailer said at least two retailers;

provide an indication of said selected one of the first retailer and the second retailer said at least two retailer;

determine if a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

arrange to provide at least one benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

86. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a first retailer and a second retailer category including at least two retailers;

computer readable means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

computer readable means for choosing, for the customer, one of the first retailer and the second retailer said at least two retailers;

computer readable means for transmitting an indication of said selected one of the first retailer and the second retailer said at least two retailer;

computer readable means for determining if a the product or service has been purchased at said selected one of said at least two retailers the first retailer and the second retailer; and

computer readable means for arranging to provide at least one benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

87. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, at least one indication of a first retailer and a second retailer category including at least two retailers;

means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

means for choosing, for the customer, one of the first retailer and the second retailer said at least two retailers;

means for transmitting an indication of said selected one of the first retailer and the second retailer said at least two retailer;

means for determining if a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

means for arranging to provide at least one benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

88. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a first retailer and a second retailer category including at least two retailers;

receive, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

select, for the customer, one of the first retailer and the second retailer said at least two retailers;

provide an indication of said selected one of the first retailer and the second retailer said at least two retailer;

determine if a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

arrange to provide a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

89. (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a first retailer and a second retailer category including at least two retailers;

receive, from the customer, an indication of a willingness to purchase any one of the first product and the second product;

select, for the customer, one of the first retailer and the second retailer said at least two retailers;

provide an indication of said selected one of the first retailer and the second retailer said at least two retailer;

receive an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

arrange to provide a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

90. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a first retailer and a second retailer category including at least two retailers;

computer readable means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

computer readable means for choosing, for the customer, one of the first retailer and the second retailer said at least two retailers;

computer readable means providing an indication of said selected one of the first retailer and the second retailer said at least two retailer;

computer readable means for receiving at least one indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

computer readable means for arranging to provide at least one benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

91. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, an indication of a first retailer and a second retailer category including at least two retailers;

means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

means for choosing, for the customer, one of the first retailer and the second retailer said at least two retailers;

means for transmitting an indication of said selected one of the first retailer and the second retailer said at least two retailer;

means for receiving an indication that ~~a~~ the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

means for arranging to provide at least one benefit if ~~a~~ the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

92. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a first retailer and a second retailer category including at least two retailers;

receive, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

select, for the customer, one of the first retailer and the second retailer said at least two retailers;

provide an indication of said selected one of the first retailer and the second retailer said at least two retailer;

receive an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

arrange to provide a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

93. (Currently Amended) A system for selling a product or service, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a first retailer and a second retailer category including at least two retailers;

receive, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

select, for the customer, one of the first retailer and the second retailer said at least two retailers;

provide an indication of said selected one of the first retailer and the second retailer said at least two retailer;

receive an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

provide an indication of a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

94. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, at least one indication of a first retailer and a second retailer category including at least two retailers;

computer readable means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

computer readable means for choosing, for a customer, one of the first retailer and the second retailer said at least two retailers;

computer readable means for transmitting an indication of said selected one of the first retailer and the second retailer said at least two retailer;

computer readable means for receiving an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

computer readable means for transmitting an indication of a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

95. (Currently Amended) An apparatus for selling a product or service, comprising:

means for receiving, from a customer, an indication of a first retailer and a second retailer category including at least two retailers;

means for receiving, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

means for choosing, for a customer, one of the first retailer and the second retailer said at least two retailers;

means for transmitting an indication of said selected one of the first retailer and the second retailer said at least two retailer;

means for receiving an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

means for transmitting an indication of a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

96. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of a first retailer and a second retailer category including at least two retailers;

receive, from the customer, an indication of a willingness to purchase a product or service from any one of the first retailer and the second retailer;

select, for the customer, one of the first retailer and the second retailer said at least two retailers;

provide an indication of said selected one of the first retailer and the second retailer said at least two retailer;

receive an indication that a the product or service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers; and

provide an indication of a benefit if a the product of service has been purchased at said selected one of the first retailer and the second retailer said at least two retailers.

97. (New) The method of claim 1, wherein receiving, from the customer, an indication of a willingness to purchase any one of the first product and the second product comprises:

receiving, from the customer, a binding commitment to purchase a one of the first product and the second product that is selected for the customer.